

### ABSTRACT

A personalized media service is provided wherein advertisers bid in real-time for advertisement space in a media on demand product. A user selects a media request from a list of available media for printing as a hardcopy. Advertisements for the hardcopy are customized according to the users preferences. The media request may also be customized in accordance with specified user preferences such that a content provider may provide the user with a tailored media experience.

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